



Finance, Revenue, and Bonding Committee  
Connecticut General Assembly  
Legislative Office Building  
Room 3700  
Hartford, CT 06106

Dear Members of the Finance, Revenue, and Bonding Committee,

On behalf of the Television and Radio stations of Connecticut, we write in opposition to Item # 2 in HB 5673, the proposed tax reformation bill.

The Connecticut Broadcasters Association is a nonprofit organization representing the FCC-licensed television and radio stations of Connecticut, as well as other Connecticut-based media companies. Our members range from single-station operators to subsidiaries of national corporations. In a highly competitive advertising market, many of our members sell digital advertising to augment their traditional on-air advertising packages.

Item # 2 in HB 5673 proposes a tax on gross revenues for companies with annual revenue greater than \$10 billion from digital advertising services. This is potentially problematic to Connecticut broadcasters for several reasons: "Digital advertising services" is a broad, undefined term. Several of our members are part of large, multifaceted companies which may surpass \$10 billion in annual revenues. And any incremental tax is a drain on resources that could otherwise benefit Connecticut communities.

Our stations rely upon advertising revenue to fund the local content they produce, and to provide jobs for people in Connecticut. Our stations are still recovering from the pandemic, which caused a devastating reduction in revenue, and which led to staff layoffs and downsizing.

Perhaps the broadcasting industry is not the intended focus of Item # 2 in HB 5673. If not, we respectfully request that broadcasters be exempted from it. Thank you for your consideration.

Sincerely,

**Michael Ryan**

President

Connecticut Broadcasters Association

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